

### ABSTRACT

Methods and a system of optimizing campaigns are provided. A campaign is identified and associated with a campaign contact list. Moreover, factors which indicate whether a contact during the campaign is a business success or a failure are provided. Further, each contact is associated with one or more demographic attributes. Each completed contact is maintained in a completed contact list and determined to be associated with the success factor or the failure factor of the campaign. A correlation is determined based on at least one of the success factor or the failure factor and one or more of the demographic attributes. A remaining contact list including non completed contacts from the campaign contact list may be sorted based on the determined correlation or logically retrieved and provided to a Call Service Representative.

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